

**Minutes
Bellevue Washington
November 2, 2006 Arts Commission Meeting**

Commissioners Present

Jean Mandenberg, Chair
Leann Johnson, First Vice Chair
Monte Bridges
Chris Bruce
Kent Carlson
Charlene Curtiss
Maureen Greeley
Cindy Hill Finnie
Kate Jones
Rep. Lynn Kessler
Silvia Lazo
Bill McKay
Lanie McMullin
Ben Moore
Joan Penney
Sen. Pat Thibaudeau
Rosita Romero
Shauna Woods

Commissioners Absent

Cheryll Leo-Gwin
Mary Ann McCurdy
Steve Sneed

Guests

Stefano Catalani, Bellevue Arts Museum
Karen Hanan, Arts Northwest
Gretchen Johnston, WA State Arts Alliance (WSAA)
Jim Kelly, 4Culture
Dwight Gee, ArtsFund
Cami Smith, Edmonds Community College/ArtsNW
Stephen Elliott, Theatre at Maydenbauer Center
Deb Twersky, 4Culture
Una McAlinden, ArtsEd Washington
Margaret Lowe, 4Culture
Louise Miller, 4 Culture
Mary Pat Byrne, City of Bellevue
George Nunes, Performing Arts Center Eastside (PACE)
Dick Collins, PACE

Staff Present

Kris Tucker, Executive Director	Lisa Jaret
Kristine Bartruff	Lou MacMillan
Bitsy Bidwell	Saya Moriyasu
Mark Gerth	Willie Smyth
Patricia Hopper	Alice Taylor
Janae Huber	Mayumi Tsutakawa

Call to Order

Chair Mandenberg called the meeting to order on November 2, 2006 at 9:48 a.m., weather and traffic conditions having delayed arrival of many attendees.

Welcome and Introductions

Stefano Catalani, Curator at Bellevue Arts Museum, welcomed the group and encouraged everyone to see the current exhibits. After self-introductions by all commissioners and staff, Chair Mandenberg thanked Rep. Kessler for assisting with a recent meeting with the Governor's office about WSAC's budget request. Mandenberg presented a plaque to Commissioner Penney, acknowledging her leadership as WSAC Chair for the year ending August 2006. Senator Pat Thibaudeau's valuable service as a Commissioner since April 2001 was recognized with a gift.

Approve Agenda

Mandenberg asked for any changes or additions to the published agenda; there being none, the agenda was approved unanimously.

Chair's Report

Mandenberg announced that she would regularly like to highlight accomplishments of WSAC members, and asked that commissioners let her know when they are in the midst of professional work, such as a performance or exhibition, that relates to the arts. She called on Commissioner McKay who announced that he will be playing the Mozart piano concerto with the Columbia Symphony on February 17, and added that his performance range is wide, as he also plays for Arthur Duncan, a tap dancer formerly with the Lawrence Welk show.

Director's Report

Tucker referred to her report, beginning on page 2 in the packet at the front of the new Commissioner's Toolkit ring binder. Future meeting packets will be punched for placement in front. An updated commissioner roster and other handouts are on the table.

Tucker reported that Sen. Thibaudeau's office helped arrange an October 30 meeting for Rep. Kessler, Jean Mandenberg and herself with Victor Moore, the Governor's director of the Office of Financial Management (OFM) and Marty Brown, the Governor's Legislative Liaison - two important voices in the Governor's Office who also have connections with the arts and with WSAC. It was an important and well timed meeting. She thanked Sen. Thibaudeau for arranging it, and to Rep. Kessler for asking the tough questions to improve our meeting. The purpose of the meeting was to explain WSAC's request for new funding and for legislation for a Poet Laureate program. The Governor's budget comes out in December, and then goes to the legislature, for approval during the 2007 session. WSAC has asked for a budget increase of \$910,000 to support arts organizations; an increase of \$195,000 for conservation and issues related to the state art collection; an increase of \$150,000 for arts education, and \$30,000 for a new program for a state poet laureate. Powerpoint slides were distributed which explain those asks in more detail. Tucker encouraged commissioners to become familiar with the budget request, to ask questions, and to understand why the money is needed. She explained that in today's environment, the

legislature is less interested in what we used to get and what other states are doing to fund the arts. Rather, the legislature and Governor want to know about *results*. It's a purchase strategy. We have to be clear about the results we are getting, and also realize that our request may be scaled back. If we get the funds requested, we will be developing our grant programs, providing some extensions of current successful programs and also doing some other targeted initiatives to reach the state as a whole. We will be able to provide better stewardship of the state art collection. We will be expending successful arts education programs, and starting a new poet laureate program.

Within an hour of the October 30 meeting, WSAC received a notice that the Governor is going to proceed with legislation for the poet laureate, but not with the \$30,000 requested. There is a fund raising campaign underway by the Washington Poets Association, which we hoped would be to match the state contribution.

Tucker invited questions and further discussion.

Curtiss asked if Moore and Brown indicated whether they would advance WSAC's budget request. Kessler said that Moore and Brown asked tough questions, and that WSAC needs to show results that are meaningful - not just "you can fund more artists." She said Mandenberg and Tucker did an excellent job of putting forward the request in meaningful terms. WSAC has more work to do, especially on our largest request. Brown said the request is scalable; Kessler said we should stay firm with our request.

Woods asked what is meant by results and how this will be quantified. Tucker said Brown had suggested estimates for number of grants to be awarded with the requested funds; staff will work on this. She also noted that staff is analyzing funding distribution per county, and considering how new funding best reach those areas, such as through partnerships with parks, libraries, schools, or others who could provide arts opportunities.

Moore asked if it might be useful to track WSAC investment (in grants for organizations) relative to the budget sizes in aggregate of these organizations. He said most of these organizations are able to earn roughly 50% of their costs, yet the latest round of grants to ISP's amounts to about .3 of 1% of the budget aggregate, which can say WSAC and arts organizations do a lot with a small amount of money. Tucker responded that Moore and Brown responded pretty well to comments that WSAC money leverages other money. She told them that we've seen a slip in foundation giving; corporate giving tends to slide in different ways when there is a crisis; individual contributions take a lot of time and effort on the part of staff to cultivate. She said that WSAC's slice of the budget of these arts organizations is so slim, that some might say, "then it doesn't matter." That's another reason it's important to develop relationships with people like Marty Brown and Victor Moore who are interested in the arts and understand the importance of quality of life. Policymakers may not know an arts organization's budget depends half on earned and half on contributed revenue.

Kessler encouraged further consideration of WSAC role in arts education. She noted the Washington Learns report, and said such efforts to push right-brain thinking for economic development and education offer a new way of describing the value of the arts to our state and to our children.

Sen. Thibaudeau commented that the Governor seeks “evidence-based, outcome-based” decisions, also stressing economic development. Regarding outcome, how has WSAC made a difference? She recalled honoring CREATE, an arts organization in Eastern Washington, and that one of the most conservative members of the Senate from the Republican caucus co-sponsored the bill with her. Such relationships may very well pay off. Thibaudeau asked what is the percentage of the increase in the budget? Tucker said it calculates to 22-28%, depending on what’s included in the formulas.

Mandeberg noted the advocacy work of the Commission, and reminded Commissioners that we are representing the interests of the entire state, and looking out for counties that are not yet served. Bruce suggested that each commissioner sent to Tucker examples of the results of any program that the commission has contributed to. Tucker said she needed stories about WSAC and stories about the arts that help make a case about WSAC investment, about the importance of the arts to the State.

Consent Agenda

Mandeberg directed attention to pages 6-18 in the packet, the minutes of the August WSAC meeting and the PDAP grants, and asked if there were any corrections or additions. Moore noted that the Roundtable Discussion with Constituents included comments about structuring a more integrated approach between all of these agencies (WSAA, WSAC, 4Culture, Mayor’s Office, etc); this is not reflected in the minutes. Mandeberg agreed, and added that we are hoping that WSAC can take a leadership role in getting everybody to the table and working more collaboratively, and being more successful.

Moore moved to approve the Consent Agenda, and the motion was unanimously approved.

Budget Reports

Lou Macmillan referred to the six pages of reports transmitted electronically one week before, and a new handout showing pie charts. The final reports for FY 2006 were presented in table and narrative form. The general fund was reduced and the savings incentive account is carried forward for specific uses. Overall, WSAC spent 99% of general funds.

Greeley moved to approve the Financial Report for FY 2006 and its overview, and the motion was unanimously approved.

Macmillan referred to the 2005-2007 Biennial Budget table and its overview with shaded figures to indicate an adjustment in 2006 and anticipated funding for 2007.

In response to a question about the NEA’s American Masterpieces program, Mark Gerth reported that the video project has received applications from 14 video

production companies to date. After November 9, a company will be chosen to develop 5-minute videos on WA state masters in dance, musical theatre, visual arts, and the various subprograms allowed by the NEA. The project is moving forward and has good energy behind it; and it is expected the videos will be available spring 2007.

Johnson moved to approve the 2005-07 Biennial Budget, the First Quarter Financial Report and its overview narrative. The motion was unanimously approved.

Macmillan explained that the extra handout sheet with the pie charts is a breakdown of our revenue sources and how this has changed in the last five years.

Approve Institutional Support Program (ISP) grants

Mandeberg referred to page 19 in the packet, explaining that staff mistakenly submitted an early calculation of the ISP grant awards approved at the August meeting, and presented now updated calculations for the FY 2007 grants. Tsutakawa said the ISP grants are to the state's largest arts organizations. In the adjusted awards, the total is the same and variance from the incorrect report of the August meeting is small. In response to a question, she said she had learned of the closure of Empty Space Theatre only one week ago, and their award will likely be reviewed and the funds reallocated.

Penney moved to approve the amended calculations for the FY 2007 ISP grants. The motion was unanimously approved.

Program News

ISP Task Force Action Item - Mandeberg referred to page 20 of the packet, and the task force that was discussed at the August meeting. The Interim Committee has suggested that the Task Force not only include two commissioners, but add two representatives from organizations that receive grants, to broaden the scope of this Task Force. Tsutakawa referred to the earlier discussion regarding the need for WSAC to coordinate with other arts funding agencies, and this Task Force activity will include input from 4Culture of King County, the Mayor's Office of Arts and Cultural Affairs in Seattle, and ArtsFund. Staff will work with Commissioners Greeley and Moore and add two more representatives.

Carlson moved to approve the recommendation to expand the ISP Task Force by two members. The motion was unanimously approved.

Arts in Education - Lisa Jaret gave an update about **Washington Learns**, the Governor's task force on the state's education system reform for the next decade. Key committee members are working for inclusion of creativity and the arts as one of the strategies to improve public education. The final report will be released November 13, 2006 with implementation and funding to be determined subsequently, so there is more work ahead. Jaret then referred to pages 22-23 in the packet, and the ongoing process of transitioning to a **Teaching Artist Roster**. She read a quote from "Young Artists" describing a rubric for teaching artists. She is getting a lot of input from educators and artists to help refine the application process, and encouraged commissioners to contact her with questions or comments.

Arts Participation Initiative (API) - Saya Moriyasu presented a briefing about API, and distributed calendars showing photos from API projects around the state. API has been a temporary program, funded by the Wallace Foundation, the Paul G. Allen Foundation and the NEA Challenge America Program. API provides multi-year funding and training for organizations that support arts in ethnic, low-income, rural and disabled communities. A grantee gathering was held in Seattle in October for training. Saya is documenting and gathering results of the API projects in stories and photos. She displayed the website (API News Online), which she has developed for the use of the thirteen API grantees, to help them network and share. In the planning stages are another gathering of grantees in April, and a youth congress in June. API grantees are located throughout Washington. The speaker at the October training encouraged grantees to capture their stories, and the website provides a way for them to do it. In response to a question, Tsutakawa confirmed that in the most recent round of funding there were no grant applications received from projects directly serving disabled communities. She said participation by organizations that support disabled artist projects is wanted, and there may be funding to support special initiatives later in the year.

Access Committee - Bitsy Bidwell, Community Arts Development Program Manager and ADA Access Coordinator for WSAC, referred to two handouts: the Access Committee Report and a letter from the Access Advisory Team. She provided background on the ADA of 1992 and its requirement for a transition plan, and addressed ways the Commission is working towards compliance with the ADA, especially the formation of the Access Advisory Team for further input regarding issues of disability advocacy. The Team advises the Committee which in turn advises the Commission. A grant has been received to fund a one-day workshop in the spring about practical tools for artists with disabilities that will allow them to enter the arts market. Commissioner Curtiss stressed the value of the input from Access Team members, who are highly motivated and knowledgeable about issues of access. She encouraged new commissioners to consider serving on the Access Committee. In response to a question about an estimate of the budget needed for ADA implementation, Bidwell said the Access Committee and Team are looking at what can be done with existing staff and budget at this point in time. This is a double responsibility: to make our own offices and meetings accessible, and to provide training to our grantees. Some changes are very simple; raising awareness is key.

International - Mandenberg referred to the paragraph on page 4 of the Director's Report, and said international programs will be on the agenda of the February meeting.

Report from Arts Northwest

Executive Director Karen Hanan gave a presentation about Arts Northwest, one of WSAC's four cooperative partner grantees. Membership in Arts Northwest is strong and growing. Arts Northwest maintains a communications network among performing arts presenters in the western tri-state region (WA, OR, ID), sponsors an annual booking conference, and is seeking support for and implementation of a certification program for professional performing arts administrators.

Understanding the Legislative Process

Rep. Kessler gave a brief outline of the legislative process. The “Five Corners of Government” are: Governor, Senate-D, Senate-R, House-D and House-R. Meetings may involve various combinations of the five corners. Decisions tend to be made in the Senate or House leadership, and there is much power in the committee chairs. There are 19 standing committees in the House. There can be over 3,000 bills before the House in one session. As majority leader, Kessler reads the bills and decides whether to refer them to an appropriate committee. Then the committee chair decides if the bill will have a hearing, and subsequently whether it will be voted out of the committee. If voted out, the House Rules Committee then determines if bills actually come to the floor for a vote. She told about the “50-25-1 rule” regarding passing legislation -- meaning a proposed bill would need approval by 50 members of the House, 25 Senators, and then be signed by the Governor to become law.

Regarding commissioners’ advocacy and visits with legislators, Kessler emphasized the important of establishing relationships before the session begins. Once in session, their days are tightly scheduled and attention is pulled in many directions. In response to a question about Arts Day, Kessler said she would like to see an arts presence in the rotunda during the whole week, as well as a presentation on the house floor. When visiting legislators, she advised telling them a story about their district that demonstrates how the arts have made a difference, avoid asking for more money, acknowledge their busy schedule and express appreciation for their time.

Tucker said it is unusual for state arts agencies to have legislators as part of the commission, that WSAC is fortunate to have this. There are now four legislative member commission positions rather than just two because of work by Rep. Kessler several years ago. For us to have the House majority leader as a very vital part of the commission, and to have both Rep. Kessler and Sen. Thibaudeau regularly attend the WSAC meetings and provide good voice and advice is especially fortunate. In addition, Rep. Kessler was elected to the national board for the National Assembly of State Arts Agencies, so she represents the state and our commission with our national peers and takes a Washington perspective to the national organization.

Report on King County Hotel-Motel Tax Extension Proposal

Commissioner Penney introduced Jim Kelly, director of 4Culture, as well as 4Culture board members Louise Miller and Margaret Lowe. Miller, the namesake of the arts advocacy award presented annually by Washington State Arts Alliance, is also a former state representative and WSAC member, and former chair of the King County Council. Lowe is the Board Chair of 4Culture.

Kelly’s presentation first described 4Culture, King County’s cultural services agency that integrates the four programs of arts, heritage, preservation, and public art, and also provides consulting services to others. Kelly described the impact of 4Culture programs within the community. He provided handouts (a brochure about 4Culture, a Public Art Guide for King County, and a pack of trading cards from the 2006 site-specific art happenings) and explained the growth of 4Culture programs paralleling the growth of lodging tax revenue. He explained how 4Culture’s funding is linked to

Kingdome and Qwest field bonds, and the proposal for amending existing state legislation to permit 4Culture to use its endowment fund beginning in 2013 and be continued as a recipient of lodging tax revenues.

Commissioners commented that Kelly's presentation was clear and compelling. Discussion after the presentation centered on the need to be able to talk about the requests of both WSAC and 4Culture in an integrated fashion so they don't collide or interfere with one another, and to identify and describe to legislators how the requests differ. Some commissioners would like to see people from WSAC, 4Culture and other agencies talk together to craft a united message before the legislative session.

Report on Prosperity Partnership Proposal

Dwight Gee gave a presentation about Prosperity Partnership, a coalition of over 200 government, business, labor and community organizations from King, Kitsap, Pierce, and Snohomish counties dedicated to developing and implementing a common economic strategy. A cultural taxing district task force is exploring options for funding, and studying similar programs throughout the US. Gee's Powerpoint presentation outlined a proposal for a four county region (Snohomish, Kitsap, King and Pierce counties) to use a small percentage of sales tax revenue to fund arts and culture through a two-tier distribution mechanism. This is modeled after Denver's Scientific and Cultural Facilities District. Gee said the task force will not suggest legislation for the 2007 session, but seeks discussions with other arts agencies as it begins to develop a plan and opportunities to inform legislators. Eventually it would take legislation to form a taxing district, and likely a vote of the people to approve taxing. Mandeberg suggested continued dialog, and noted WSAC's role to consider the arts for the whole state.

Commissioner Penney led an open discussion based on three questions developed by the Interim Committee:

- 1) Are commissioners clear about the proposals presented?
- 2) What's the statewide impact of these proposals?
- 3) What's WSAC's best role with these proposals?

Rep. Kessler said coordination of arts funding proposals is imperative or we're heading for a collision course.

Moore said leadership is needed. Commissioners need to know how to respond if the subject comes up in legislator visits.

McMullin said she was on the Prosperity Partnership task force and there were both good and bad things about the recognition of the value of the arts as an element in economic development. Those who have no experience in the arts now recognize the arts' importance and economic impact, even included as a clustered interest. Some other industry sectors are extremely broken, like transportation or education. There is a need for more coordination not only among ourselves (arts agencies), but also with the other industry clusters.

Kelly said 4Culture has the same concerns about their issue: if too many ideas are going down to Olympia at the same time, all may be sent back to the drawing board. There also are questions about seeking a sales tax increase to support the arts.

Johnston suggested a meeting of WSAC, Arts Alliance, 4Culture and Prosperity Partnership to talk about these issues and how to move forward.

Moore noted that 4Culture has been working the hotel-motel tax extension for years. The Prosperity Partnership has a wonderful idea but it is going to take a lot more work. WSAC's immediate ask deals with a statewide initiative; the 4Culture initiative is much more long term and is a little bit more regionally focused.

Romero noted that there are large corporations looking for ways to support the arts. The Downtown Merchants Association is a strong constituency that wants to be recognized as the cultural center of the city; a lot of people who make decisions about the taxes in hotels and restaurants are there.

Kessler said the Prosperity Partnership people have been briefing legislators one by one. She stressed the importance of pulling together as a united front. Washington Learns, health care, and transportation are all major issues with big budget impacts. The legislature is going to be inundated with requests.

Sen. Thibaudeau said she would like to see more emphasis on communities and more evidence of public support in communities around the state, not just Seattle area.

Tucker said she was concerned that the big ask of the Prosperity Partnership could be seen as an excuse to not fund the WSAC request. She said funding for the Colorado Arts Council was decimated five years ago; funding in the 7-county Denver area was taken care of by SCFD, but then the state arts commission had limited role in the metro area and no resources to serve the rest of the state, or to advance the state-wide role in arts education, public art, or other policies and programs. We have to give some thought to the statewide impact so there is a positive impact on cultural policy and opportunities to participate in the arts. WSAC really needs to be part of these conversations. We can learn from what's happened in Denver and Colorado. She said she sees the 4Culture proposal is very well prepared.

McMullin reflected on when she had participated in an effort to establish King County's Cultural Arts Facilities Program. With leadership, many diverse arts groups ordered all their projects and facilities and went forward as a unified group. She suggested that the next step is for WSAC to convene all the parties, and communicate inter-agency about how to present a unified front.

Finnie suggested that preservation and heritage need to be part of the discussion.

Johnson said she wants some further clarification of the mechanics of bringing people into a discussion and asked if the Interim Committee has that role.

Moore agreed that a meeting would be important.

Penney thanked everyone for the healthy discussion.

Tucker said she will take the next step in consultation with the Interim Committee and others around this table.

Penney said WSAC's statewide mission includes bringing such efforts together.

WSAC Strategies for the 2007 Legislative Session

Greeley referred to handouts "Arts Futures, Investing in Tomorrow" and a spreadsheet of area team captains for Arts Day 2007. She thanked everyone, and commented that the Commission agreed in May to a new focus on advocacy by meeting with legislators to build relationships prior to the 2007 session. She asked Commissioners to write down examples of how the arts make a difference.

She said the Commissioners' job included helping legislators, communities, our neighbors and our families understand how the arts play a role in education, health and economic vitality. Arts advocacy must be ongoing; it doesn't stop when the legislature is not in session. Each commissioner will be asked to meet with at least one legislator between now and December 20. The Arts Alliance is also meeting with legislators, and Greeley will coordinate with their staff.

Arts Day is Thursday, February 15, 2007; Arts Day's tentative schedule was handed out. During the week of February 12 there will be a focus on the arts on capitol campus and specifically in the Senate and House chambers. Rep. Kessler is helping to identify opportunities, and to include poetry because of our hope for the poet laureate legislation. The Arts Alliance reports that about 90% of legislators get a visit from a constituent on Arts Day. Greeley reviewed the handout addressing Arts Day roles and responsibilities, as defined by the Arts Alliance. WSAC staff will prepare clear talking points to make it easy for everyone to represent the issues in a way that is knowledgeable and understandable. There will be some opportunities for tours of the art of the capitol that day. Greeley said she hopes all commissioners will fully participate in Arts Day. At the WSAC meeting the next day at the Evergreen Longhouse, we will debrief and recap Arts Day - what went right, what we'll work on for the future.

Johnston said that Arts Alliance is really committed to working with WSAC on this, and to presenting a unified voice. Commissioners will be the primary contact for legislators they have met with this year. Mandenberg said there are tentative plans for a dinner and an evening of poetry on February 15 for commissioners.

Sen. Thibaudeau said Artist Trust contacted her about health insurance for individual artists.

Mandenberg said Greeley and Johnston inform commissioners about assignments, training and other information. Greeley will contact each commissioner by phone. Mandenberg acknowledged that it is a lot to ask for commissioners to come to Olympia for two days, but it is important not only because of the budget request, but to support the Arts Alliance and Arts Day as an important part of moving advocacy forward.

Meeting schedule for 2007

Mandeberg referred to page 40 of the packet, the finalized list of 2007 meetings for WSAC: Friday, February 16 in Olympia (and Arts Day on February 15); Tuesday, May 15 in Seattle; Tuesday and Wednesday, July 31 and August 1 in Port Townsend; and Thursday, November 1 in Bellingham.

The meeting was adjourned at 3:50 p.m.